

The following businesses are participating in the MBA Learning Alliance for 2004-2006:

Blockade Runner  
Cape Fear Credit Union  
Cape Fear Fish Merchants  
ExpoStar Displays  
Flow Sciences  
Goodness Gracie  
Porta-Nails  
Premier Molded Plastics  
Sage Island  
Wilmington Pathology

## What's new with you?

Have you recently started a new job? Received an award or earned a graduate degree? Moved to a new home or started a family? The Cameron School of Business and UNCW Alumni Relations want to know what you've been up to. Write, call or e-mail us with news of your latest accomplishments. It will help us keep in touch with you, and we'll share your news with fellow alumni in future editions of "In Forward Motion."

**Advancement Services**  
UNC Wilmington  
601 South College Road  
Wilmington, NC 28403-5905

**Phone:** Toll-free 1-866-GO-UNCW1  
(468-6291) or 910-962-3593

**E-mail:** [alumni@uncw.edu](mailto:alumni@uncw.edu)

For a web form, visit  
[www.uncw.edu/alumni](http://www.uncw.edu/alumni),  
and **click** on "Keep in Touch."

## MBA Students Consult with Regional Businesses through Learning Alliance

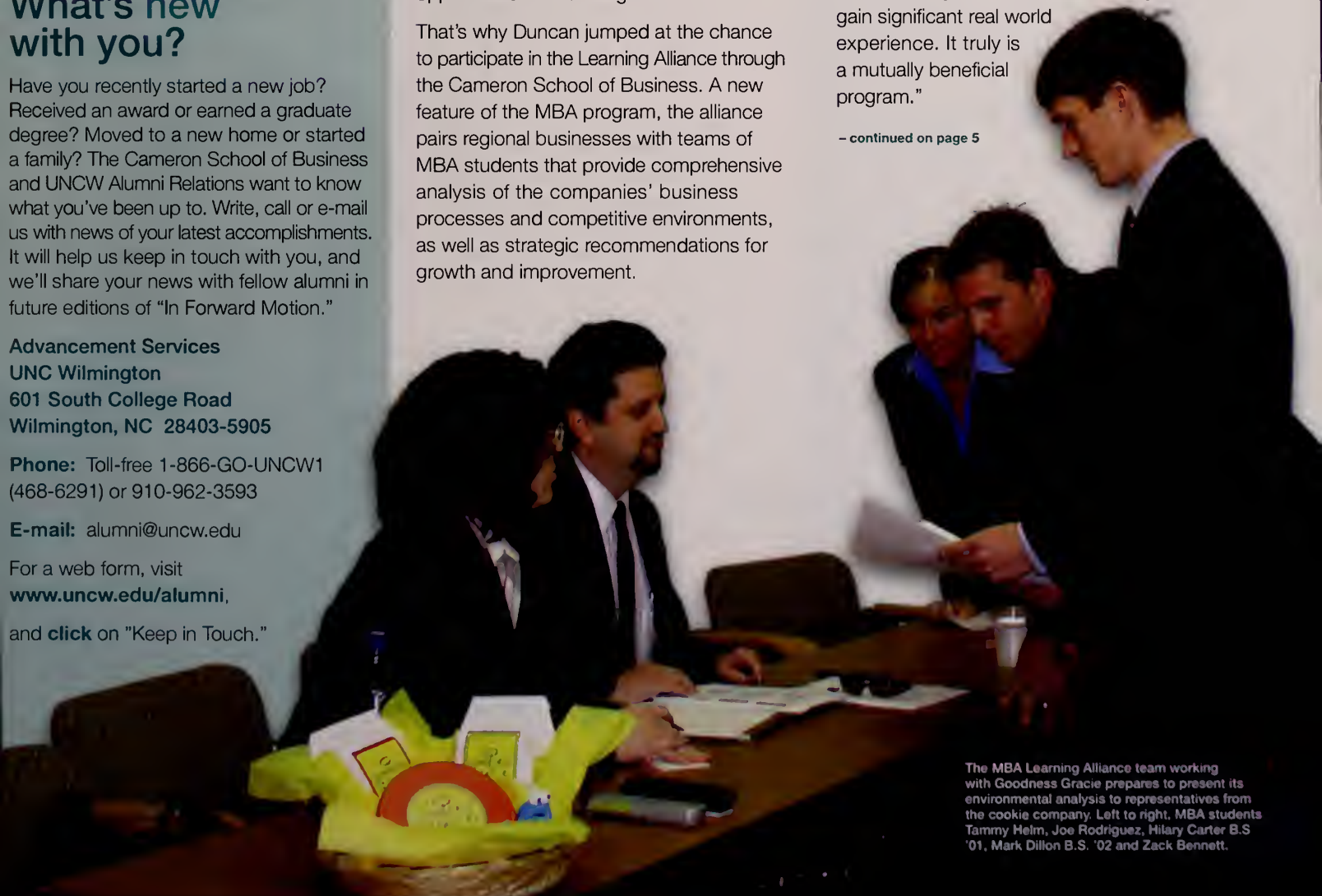
When Mike Duncan graduated from UNCW in 1992 with a bachelor's degree in art, he had no idea that he would end up being a partner in a new business venture five years later. Today, Duncan is president of Sage Island, a full-service marketing agency in Wilmington specializing in web design, traditional advertising and Internet marketing. The company is doing well, and the staff is so busy serving current customers that there is little time to identify opportunities for future growth.

That's why Duncan jumped at the chance to participate in the Learning Alliance through the Cameron School of Business. A new feature of the MBA program, the alliance pairs regional businesses with teams of MBA students that provide comprehensive analysis of the companies' business processes and competitive environments, as well as strategic recommendations for growth and improvement.

The alliance continues for 15 months, giving the students time to learn about the business in detail, and giving the company the benefit of long-term consulting services.

"This is extremely helpful as we plan the future direction of our company," said Duncan. "The students are serious and passionate about what they're doing, and the length of our relationship with them means that we get to know them and they get to know our company, which makes their input very valuable. We benefit from having six dedicated consultants for almost a year and a half, and they gain significant real world experience. It truly is a mutually beneficial program."

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The MBA Learning Alliance team working with Goodness Gracie prepares to present its environmental analysis to representatives from the cookie company. Left to right, MBA students Tammy Helm, Joe Rodriguez, Hilary Carter B.S. '01, Mark Dillon B.S. '02 and Zack Bennett.

# Greetings from the Cameron School of Business

This past year we celebrated our 25th anniversary as a business school. The highlight of that celebration was the recognition of five outstanding Cameron alumni during Business Week: **Margaret Barclay '87, Malcomb Coley '86, Chris Hegele '76, Joe King III '66 and Becky O'Daniell '86.** Stories of their student days at Cameron and their subsequent successes in business and life were extremely inspiring to our students. We plan to recognize outstanding alumni each year during our Business Week event, and we welcome your nominations for this year. Alumni can be nominated for personal career achievement, service to the community and/or service to the Cameron School of Business. Please send in your nominations via the Cameron School web site, [www.csb.uncw.edu](http://www.csb.uncw.edu), by March 1.

The key to the success of our alumni continues to be our outstanding faculty. In an annual national benchmark study of American business schools, our faculty members are consistently rated in the top 10% for outstanding teaching in the classroom and their accessibility and interest in students outside of class. We are unique in having four full-time, successful executives in residence helping us to bridge theory and practice. This year, we welcomed to our faculty Cetin Ciner, assistant professor of finance. We are conducting searches for eight new faculty members for next year (four have already been hired). In addition, we have three department chairs serving their first year: Cem Canel, Randy Hanson and James Hunt. We have honored Rob Burrus, associate professor of economics, as Cameron School's Outstanding Teacher for 2003-2004.

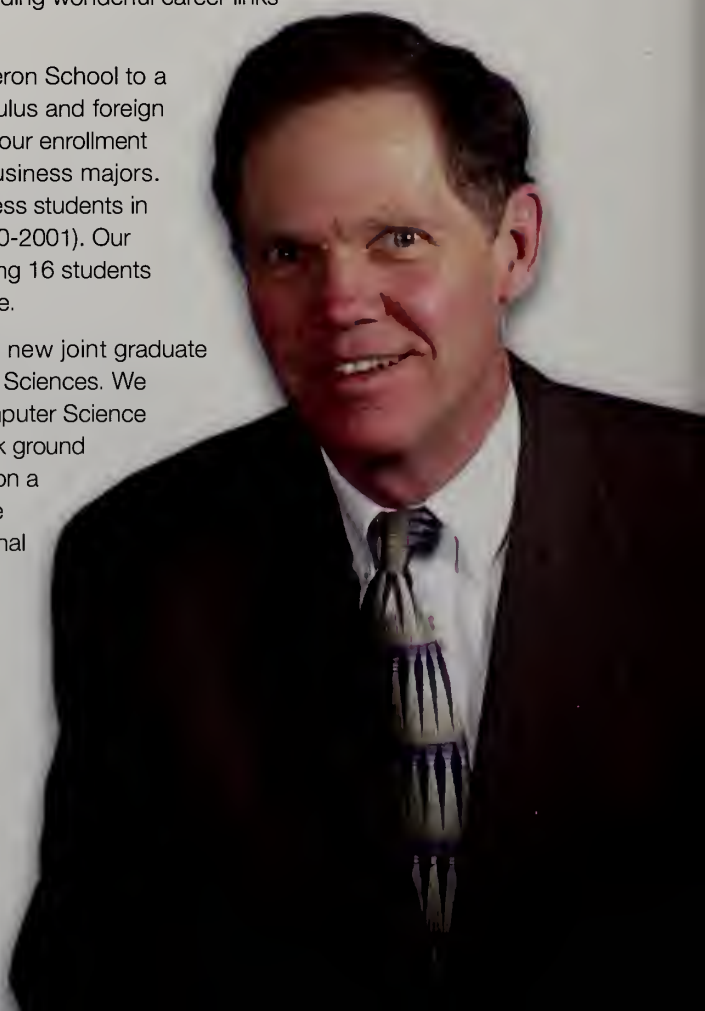
In December, the UNCW Board of Trustees recognized our Cameron Executive Network (CEN), now with over 90 executive members, and the program's co-directors, Skip Jones and Dick Verrone, for their service to the university. CEN members have mentored 179 students, provided separate career guidance/resume review to more than 620 students and assisted in advising our international students. Under Fred Barnette's leadership, CEN members have begun a new introduction to business course designed to help students decide if they want to pursue business as their major. The combination of the CEN program and our alumni moving into increasingly higher level business leadership positions are providing wonderful career links for our graduates.

This fall, the faculty voted to increase the standard for admission to Cameron School to a 2.60 cumulative GPA for nine designated courses, including English, calculus and foreign language. In 2000, when we moved to our present 2.40 GPA requirement, our enrollment model indicated that we might see a decline of 25 percent or more in business majors. Instead, our enrollment soared (we had an additional 150 undergrad business students in our graduating class for the 2003-2004 academic year than we had in 2000-2001). Our combined Cameron School enrollment is more than 2000 students, including 16 students from France or Germany through our TransAtlantic Business School Alliance.

This spring semester we expect to receive approval to begin offering a new joint graduate program with the Computer Science department in the College of Arts and Sciences. We expect to admit the first group of students to the Master of Science in Computer Science and Information Systems (MSCSIS) program in fall, 2005. We will also break ground for the new Computer Information Systems Building and complete planning on a new undergraduate concentration area in entrepreneurship. Finally, under the leadership of Kathy Erickson, our assistant dean of graduate and professional studies, we will launch a series of new programs and courses for professional growth.

I welcome your thoughts and ideas. You can reach me at [clarkl@uncw.edu](mailto:clarkl@uncw.edu) or 910-962-7672. Many thanks for your ongoing support of Cameron School.

Dean Larry Clark





# Get Involved with the Cameron School Alumni Chapter

Looking for a way to get involved with the Cameron School and give back to your alma mater? The Cameron School of Business Alumni Chapter provides opportunities for alumni to plan, host and participate in a number of activities. The chapter board is looking for people who want to become active chapter members and are willing to volunteer their time to assist with events.

"We have vacancies for several leadership roles and would like people to serve as committee leaders or members for special events, Business Week and chapter outreach activities," said Melissa Blackburn-Walton, chapter president. Interested alumni should contact Blackburn-Walton or any other board member for more information.

## 2004-2005 Chapter Officers

**President:** Melissa Blackburn-Walton '87, [mmwalton@ec.rr.com](mailto:mmwalton@ec.rr.com)

**Vice President:** Brad Bruestle '85, [brad.bruestle@ecbbancorp.com](mailto:brad.bruestle@ecbbancorp.com)

**Treasurer:** Larry White '90, [larry.white@pgnmail.com](mailto:larry.white@pgnmail.com)

**Secretary:** Amanda Wynn '01, [amanwynn@regent.edu](mailto:amanwynn@regent.edu)

## Nominate Outstanding Business Alumni

The Cameron School of Business is accepting nominations for the 2004-2005 Outstanding Business Alumni awards, which will be presented during Business Week in March. Alumni can be nominated for personal career achievement, service to the community and/or service to the Cameron School of Business. A Cameron School faculty committee, with representation from the Cameron Alumni Chapter, will select the honorees.

Any UNCW business graduate who received an undergraduate or graduate degree, either before or after the Cameron School was founded, is eligible for consideration. To nominate one or more individuals, please go to the Cameron School web page, [www.csb.uncw.edu](http://www.csb.uncw.edu), and complete the on-line nomination form. The deadline for nominations is March 1, 2005.



## 2005 Spring Breakfast Seminar Series

The Cameron School of Business presents a series of breakfast seminars for business owners, working professionals and the community at large. Sessions will cover a wide range of general interest topics such as personal and business finance, new technologies and business law.

Please plan to join us for these informative, interactive sessions, which will be offered March through May. Specific dates, times and locations will be announced soon on the Cameron School web site, [www.csb.uncw.edu](http://www.csb.uncw.edu).

### Spring 2005 breakfast seminar topics:

2004 Tax Law Changes

Tax Planning—529 College Saving Plans

Employment Law Issues

Managing Your Mortgage

Wireless Technology

Hurricane Risk on Real Estate Values

For more information, contact Kathy Erickson, assistant dean of graduate and professional studies, at [ericksonk@uncw.edu](mailto:ericksonk@uncw.edu) or 910-962-3903.

# CSB Bulletin

# Students and Executives RAP about Resumes

It's the old problem of the chicken and the egg. Students need experience to get a good job, but they need that first job to get experience. What can help bridge the gap? A solid resume.

With a clear, concise resume, students can make a connection between the experience they've gained through college coursework, internships, part-time jobs and volunteer work, and skills hiring managers are seeking in new employees. But many students aren't sure where to start in developing a strong resume. A combination of art and science, resume writing doesn't come easy to everyone.

That's why the Cameron School of Business started the Resume Assistance Program (RAP), which provides resume review and consulting services to business students from current and retired business executives. The program is required in Business 292, Management 350 and Marketing 340 because all business majors must take one of those courses at some point in their degree program.

Career Development Counselor Leslie Wright visits each section of those classes to offer a workshop on resume writing, then each student signs up for a one-on-one session with a RAP consultant. After a 30-minute review and discussion, it is the student's responsibility to make revisions based on the recommendations and e-mail the new draft back to the consultant for final review.

"This program gets students focused on the job search process early on," said Wright. "The consultants not only help improve the format of the resume; they also suggest ways students can gain experience, such as adding an internship or getting more involved in campus activities."

The RAP consultants are members of the Cameron Executive Network (CEN), a group of current and retired executives who assist Cameron School in a variety of ways, most notably through a program that pairs a CEN member with a business student in an ongoing mentoring relationship. RAP, which started last spring, provides another opportunity for students to benefit from the wealth of experience the CEN members have to share.

Fred Barnette, a CEN member who worked for 37 years in the life sciences industry, currently coordinates the RAP program. Having served as a hiring manager for several companies, Barnette knows the importance of a strong resume.

"Other than the diploma, the most important document a student will have prior to and after graduation is the resume," he said.

"We want to impress upon the students that their resume is the key to whether or not they get an interview. My group can bring a real world perspective and explain the importance of having experience that is relevant to what they want to do professionally."

Junior business major Meghan Maresh said her resume has been greatly improved through the RAP process.

"My resume was good when I went into the session, but much better when I left," Maresh said. "The consultant helped me identify qualifications I had that I didn't think were important enough to put on my resume, but that could actually help me get an interview. Students can learn a lot from the CEN members because they know from experience what employers are looking for."

**"My resume was good when I went into the session, but much better when I left."**



Resume Assistance Program consultant Fred Barnette and junior business major Meghan Maresh discuss ways that Maresh can improve and strengthen her resume.



# MBA Learning Alliance

...continued from page 1

This is the first year of the Learning Alliance, which grew out of a faculty goal to provide the MBA students with real world experience while providing professional consulting services to the local business community. In the past, MBA teams developed their own concepts and plans for a small business, taking a product from inception to marketplace introduction, but it wasn't a real business.

"That was a great learning concept but it was missing the element of hands-on business experience," said Vince Howe, professor of marketing and MBA program director. "We wanted the students to apply what they're learning to the specific needs and situation of an existing business."

This year, 52 students are participating on 10 Learning Alliance teams with 10 businesses. The teams' first major assignment, which they completed and presented in November, was an environmental analysis of each business, covering all aspects of the firm's competitive environment. The next phase is a growth/profit analysis, the focus of which the client chooses in consultation with faculty. It could be on growing profitability, revenue or markets, or looking at major process improvements.

Teams will begin working on their projects in mid-spring and make a final presentation in late August or early September. They also conduct individual class projects as part of their alliance work, including an information technology audit, a marketing audit and a human resources audit.

"Most MBA programs do some kind of real world project," said Howe. "This one is unique in the length of the alliance. Because the relationship continues for 15 months, the students really know the client's business and can make informed recommendations."

To identify Learning Alliance business partners, the Cameron School turned to the Small Business & Technology Development Center (SBTDC), a business development service of the UNC system, operated in partnership with the U.S. Small Business Administration. The SBTDC provides management counseling and educational services to small and mid-sized businesses throughout the state. In addition, an SBTDC counselor is assigned as a mentor to each of the Learning Alliance teams, along with an MBA program faculty member.

Leslie Langer, SBTDC director, and her staff worked to identify businesses that could benefit from a long-term relationship with MBA students and had the resources to pursue the students' ideas.

"We wanted companies with the management and financial wherewithal to implement the teams' recommendations," said Langer. "It was great for the SBTDC to be involved because we've been working with these companies and we already understand their needs and priorities."

"The overall benefit is that jointly the Cameron School and the SBTDC are promoting UNCW as a partner to help regional businesses grow."

That wouldn't be possible without the hard work and dedication of the MBA students, who also benefit greatly from the alliance. Melanie Williams, who graduated from UNCW in 2000 with a bachelor's degree



Members of the Blockade Runner MBA team discuss their presentation before meeting with representatives from the hotel. Left to right, Josh Lovell, Luke Heagle B.S. '98 and Ashley Weninger.

in chemistry and will complete her MBA in 2006, is a member of the team working with Sage Island.

"We like working with a real brick and mortar company as opposed to an imaginary one," she said. "But that comes with a lot of responsibility. We think very hard about the recommendations we make to the company because if those recommendations fail that's money that comes out of someone's pocket."

Christy Shannon, another member of the Sage Island team, worked in advertising and marketing with Marriott Corporation for more than 12 years. In coming back to school to earn her MBA, she wanted to spend time applying what she learned in real world situations.

"As a student, the experience of being in a real life situation versus a hypothetical academic exercise is invaluable," she said. "It's very meaningful for MBA students to work with a business owner, discuss actual business problems and have access to what is really going on in that company. For practical, real business experience, the Cameron School program is top notch."

Mike Duncan agrees.

"What this MBA team has done for us so far in terms of research and analysis is more than we've been able to do as a company in 8 years," he said. "I'm very fortunate to have the relationship I do with the Cameron School and the SBTDC. It's made a real difference for our business at Sage Island."

## BUSINESS WEEK

### March 29-30, 2005

**Mark your calendars and make plans to participate in Business Week 2005!**

The Cameron School needs alumni to assist with this 20th annual Business Week. The planning committee is busy developing activities to make this the best Business Week ever, including about 60 speaker sessions on a variety of subjects and a new Jeopardy-based career game, complete with a host and prizes, that will replace the Commerce Cup Challenge. If you would like to volunteer to be a speaker, assist in recruiting alumni speakers or help in any other way during Business Week 2005, please contact Melissa Blackburn-Walton, CSB Alumni Chapter president, at [mmwalton@ec.rr.com](mailto:mmwalton@ec.rr.com).





# Cameron School Continues to Expand International Opportunities

Starting next fall, Cameron School undergraduates will have a new opportunity to study abroad. As part of a U.S.-Brazil Business School Consortium, UNCW business students can apply to study for a year at one of three participating Brazilian universities. As part of that experience, they will receive intensive Portuguese language training, take two semesters of business course work, complete an internship with a Brazilian company and earn a certificate in U.S.-Brazil trade.

According to Howard Rockness, professor of accountancy and business law and the U.S. lead for the consortium, the primary objective is to offer integrated programs to increase communication, promote language skill development for student participants, provide students and faculty with an in-depth understanding of the two cultures, and develop student knowledge and skills that will facilitate the growth of commerce between the two nations.

"The United States and Brazil are the largest economies in North and South America," Rockness said, "but trade issues between the two countries have become increasing contentious. Continued growth in trade is likely to depend on developing a cadre of young business leaders who are fluent in Portuguese and English, knowledgeable in the two cultures, and trained in the means of facilitating trade between them. This project contributes to that goal."

Participating U.S. schools, in addition to UNCW, are the College of Charleston and Florida Atlantic University. The Brazilian consortium members are Universidade do Sul de Santa Catarina in Florianopolis, Universidade Federal do Rio Grande do Sul in Porto Alegre and Universidade Federal de Minas Gerais in Belo Horizonte, all in southern Brazil. The U.S. schools have received a combined total of \$210,000 over four years for the program from the U.S. Department of Education, most of which will be spent on student travel expenses. The three Brazilian schools have received the same amount from their government.

Carlos Rodriguez, assistant professor of management and marketing, developed the grant proposal with Rockness and is the UNCW lead on the project. A Brazilian native, Rodriguez traveled to his home country to visit universities and identify the best partners for the consortium.

"These are outstanding schools academically," he said. "The two federal universities are at the top tier of business schools in Brazil, and the third one is a very rapidly growing, high-quality private school. They also fit our criteria for universities that would provide students with the Brazilian experience in a safe environment and have a campus that is manageable in size."

Two Cameron School students, who have not yet been identified, will travel to Brazil during the 2005-2006 academic year. During years two, three and four, the U.S. schools will send a total of 24 students to Brazil, and 24 Brazilian students will study in the U.S. The grant funding is expected to function as "seed money," with the consortium finding alternate

sources of funding, such as corporate or private gifts, to continue the student exchange program after the initial four years.

"The overall result will be students with the skills, knowledge, perspectives and experiences necessary for long-term involvement in U.S.-Brazil commerce and trade," said Rockness. "We're very excited about this first significant venture on the part of the Cameron School into South America, and we hope that this can become a long-term partnership."

## Photo

Sixteen international undergraduate students currently attend Cameron School of Business as part of the Trans-Atlantic Business School Alliance (TABSA). TABSA is an alliance of three U.S. and four European schools. After completing two years at their home institution, students study abroad at a host or partner institution for two years to complete their degrees. Students attending UNCW this year from France and Germany are: front row, left to right, Camille Pallesi, Claire Marie Balland and Eugenie Roger; second row, left to right, Jean Sebastian Kelkel, Miriam Muecke, Ilka Scholz, Sophie Bianciotto and Laure Filloux; back row, left to right, Nathalie Edmont, Hayssam Hoballah, Alexandra Holt and Gebrail Eker. Not pictured are: Delphine Bastian, Jeremy Bretigniere, Marie Galeron and Nathalie Mey.

# Faculty Researchers Find Consumers Uninformed about College Savings Plans

When Raquel Meyer Alexander and LeAnn Luna began a national study of state-sponsored Section 529 college savings plans two years ago, they had no idea of the significance of what they would find.

They examined 77 Section 529 plans sponsored by 50 states and the District of Columbia, analyzing investment patterns from 2001 to 2003, and discovered that many investors are choosing plans with high fees while at the same time ignoring plans offering state tax benefits. This means that college savers are missing out on significant tax savings and earning lower returns while federal and state tax subsidies accrue to the mutual fund distributor and brokers rather than benefiting the investor.

"We were very surprised by what we saw in the data," said Luna. "Tax savings are supposed to matter, and low-cost funds should be the most attractive to investors. But what we found is that the plans that have the highest number of investors and the greatest amount of assets are those that don't offer state tax benefits and have the highest fees."

Alexander and Luna concluded that many investors are relying on brokers for information on 529 plans or are responding to marketing information they've received directly from the fund distributor. With limited investment choices, few plan administrators and incomplete financial disclosures, 529 markets may be inefficient, they reported. Investors may not be aware of state tax deductions available through an in-state plan and may not be told about the direct-invest plans that have lower fees.

This is particularly significant due to the growing popularity of 529 plans with investors. Taxpayers have invested more than \$45 billion in such

plans, and that amount is predicted to increase to \$400 billion by 2010. Alexander and Luna note that 529 plans are attractive investments because contribution limits are high, donors retain control over the assets, and significant federal and state tax benefits exist.

"Investors can do well with 529 plans if they choose carefully," explained Alexander. "People may not be aware of the benefits of their state plans. They need to do some research before investing to make sure they've identified the plan that best fits their needs."

Alexander and Luna presented their findings in November at the National Tax Association Conference in Minneapolis. An article has also been accepted for publication by the Journal of the American Tax Association (JATA), and news stories on the study have appeared in the Wall Street Journal and numerous daily newspapers through wire stories from the Associated Press. In addition, the two wrote one of six comment letters requested by the Municipal Securities Rulemaking Board (MSRB) about proposed changes to 529 plan fees and disclosures.

For consumers looking to invest in a 529 plan, Alexander and Luna's advice is to check in-state plans for possible tax benefits; check if it's possible to purchase the plan directly from the state (without a broker); investigate total fees charged by the plan; and consult independent sources for plan ratings, such as Morningstar.com or savingforcollege.com.

Faculty members Raquel Meyer Alexander, left, and LeAnn Luna, have drawn national attention for their research on Section 529 state-sponsored college savings plans.





# YEP Program Encourages Young Entrepreneurs

For two weeks last summer and a number of Saturdays during the fall, a group of young people got together to explore what it takes to conceptualize, plan and develop a business. They each brainstormed a business idea, worked on a business plan, created their own business cards and looked at various sources for funding and staffing.

While these kinds of activities take place on a regular basis in the Cameron School of Business, this group was unique. Its members were middle and high school students and members of the Youth Entrepreneurship Program (YEP), sponsored by Cameron School and focused on helping young people build the skills and self-confidence to become future entrepreneurs.

Howard Rasheed, associate professor of management, brought the concept of YEP to UNCW last year after starting similar programs at the University of South Florida and other schools where he's been a faculty member. Rasheed has conducted extensive research on the value and outcomes of youth entrepreneurship.

"Youth entrepreneurship programs have a positive impact on self-esteem, achievement, motivation, personal control and academics," he said. "It's very empowering for kids to have that sense that they can make their own way."

Rasheed presented his idea to community groups and leaders, and received funding from the Partnership for Economic Inclusion and local entrepreneur Windell Daniels to run a pilot program. Students were recruited through UNCW's Upperman African American Cultural Center, with YEP offered as part of the center's Heritage School program.

Kevin Thompson, a 12-year-old eighth grader at Trask Middle School, created Computer Technicians of North Carolina as his YEP business. He said YEP helped him understand what he would need to do if he ever wanted to start his own business.

"I learned what education, experience and qualifications you need, how to get a loan, how to create a business plan, and how to figure out if you need other people to work with you," he said. "I would recommend it for anyone who is interested in learning about business."

YEP uses a curriculum called "Making Cents" to teach basic concepts of business and entrepreneurship. The hands-on activities and interactive discussions encourage active participation, which students said made the program fun and interesting.

LaShayna Farrow, 14, a freshman at New Hanover High School, worked in YEP toward starting her own modeling agency.

"I learned a lot of things I didn't know about managing money and starting your own business," she said. "I liked working with people that I got to know and became friends with. We all had fun together and got along."

Tammi Hamilton, associate director of student services for Cameron School and YEP program facilitator, said that the program's first year has been a great success and she and Rasheed are looking into possibilities for future expansion by partnering with local organizations, training more facilitators and working toward a statewide or regional youth entrepreneurs competition.

"It's so powerful and rewarding to see the kids grow through this process and realize that this is something they can actually do," Hamilton said. "We want to take this idea as far as we can and get more kids involved because it can really make a difference in their lives."

UNCW Assistant Men's Basketball Coach Byron Jones works with students in the Youth Entrepreneurship Program during a visit to the class last summer.





# Cameron School, New Hanover County Schools Partner to Teach Technology

In North Carolina, all public school students must pass a computer competency test before they are allowed to graduate from high school. Initially administered in eighth grade, the test can be retaken in subsequent years by students who do not pass it in middle school.

The problem is that the test doesn't get any easier for students to pass as they go through high school, particularly if they have no access to technology at home. In addition, computer skills are needed to perform well in many high school classes and to meet the requirements for their senior project.

"Technology has become interwoven with the curriculum in our state," said George Schell, professor of information systems in the Cameron School of Business. "It's a fundamental skill today but some students don't pick it up in class and many parents are not able to help their children learn about computers. Someone in the community needs to step forward to help students develop these skills so they can succeed in high school."

Schell has done just that. Working with David Allen, coordinator of the GE College Bound grant for the New Hanover County Schools, he developed a proposal to provide computer skills assistance for students who had not yet passed the computer competency test. He also provides enrichment sessions for students who excelled on the competency test and want to learn more.



Professor George Schell with students and administrators he has worked with in offering computer skills instruction and enrichment at Laney High School. Left row, front to back, Schell, David Allen, GE grant coordinator, and Rob Knuschke, associate principal. Middle row, front to back, students Justin Sonnett, JaVon Mitchell, and Katie Simmons. Right row, front to back, Cara Harrison and Danielle Bringard.

Saturday sessions began this fall for students at Laney High School, with everyone involved providing their time and expertise on a volunteer basis. Instructors included Schell and volunteer assistants from UNCW and GE. Classes generally had 9-12 students, with a ratio of no more than three students for each volunteer assistant.

"This type of assistance is really valuable for our students," said Rob Knuschke, associate principal at Laney. "It's part of a cultural change we're trying to make because a lot of kids aren't seeing that they'll have a need for these skills in the future. We want to get our students thinking, and their parents reinforcing, that going to college is a foregone conclusion and that they'll need good computer skills when they get there."

Schell and Allen hope to broaden the program to include New Hanover High School in the spring semester, and Schell sees the potential for it to become county-wide if enough resources can be found, including more volunteer assistants. Some sessions may also be held on the UNCW campus in order to introduce the students to a college environment.

"If we can get this idea formalized and get more people involved, this could be a real force in the schools," he said. "I see this as a specific way that I can use the skills I have to contribute to the schools. A lot of parents volunteer their time to work the concession stand at football games, and that's great, but this is a way people can directly impact students' academic performance. All people need to have are basic computer skills and a real interest in helping students."

If you're **interested in volunteering** to assist students in developing their computer skills, **please contact George Schell at [schellg@uncw.edu](mailto:schellg@uncw.edu).**

# Service

## Mark Your Calendar for Wing Fling 2005!

This spring, the Cameron School of Business chapter of Pi Sigma Epsilon will host its 9th annual Wing Fling. Please join us for food, fun and music, including the Cameron School's own faculty band, The Schoolboys. Proceeds will go to Children's Advocacy and will also help fund trips to the Pi Sigma Epsilon national convention for UNCW chapter members. Tickets are \$5 and will be sold at the event.

Wing Fling 2005  
Saturday, March 12  
1 p.m. to 4 p.m.

Hugh MacRae Park, Wilmington

For more information, please contact committee chair  
Brandy Marshall at 910-470-0506 or [BLM4577@uncw.edu](mailto:BLM4577@uncw.edu)

# Cameron School Students, Professor Involved in Advanced Technology Transfer

Some Cameron School of Business students are getting real life experience in the commercialization process for advanced technologies. In a unique contract with the Center for Commercialization of Advanced Technology (CCAT), students under the supervision of Craig Galbraith, professor of entrepreneurship and technology, are assisting in transferring advanced technologies for the purpose of homeland security and national health.

The mission of CCAT, a U.S. Navy funded agency headquartered in San Diego, Calif., is to facilitate the transfer of advanced technology from small research and development firms or government laboratories. Special attention is given to technologies that can be quickly utilized to protect the nation from terrorist attacks.

"CCAT attempts to identify Department of Defense funded technologies that are being generated in the private sector or out of defense laboratories or within university labs, and determine how they can best be transferred and applied to homeland security or national health needs," said Galbraith, who has been working with CCAT since its inception in 2001.

As a senior project manager, his technology transfer projects have included treatments for anthrax infections, an advanced explosive x-ray sensing device to be incorporated into the next generation of airport security machines, container tracking for port security, and a variety of bio-agent and chemical warfare sensors. Clients have included defense laboratories such as Los Alamos National Laboratory, Naval Undersea Warfare Center, the Space Warfare Systems Command, universities and various private sector high technology firms.

Students who assist Galbraith interview a variety of experts in the field for each technology, including senior staff at the Department of Defense, the Department of Homeland Security, the Centers for Disease Control and the National Institutes of Health, as well as scientific and industry experts. They then develop a report on the effectiveness of the proposed technology, competing technologies, how best to transfer the technology, and whether or not the government should continue to support and fund this technology. This report is presented to senior CCAT and Homeland Security staff and is used as a basis to commercialize or transfer a technology.

Projects being evaluated during the fall semester included a biological sample collection device, a bio-warfare agent screening device and a gas generation system utilizing rocket engine technology. UNCW students currently working on the projects are Shannon Barber, a graduate student in the Master of Science in Accountancy program, and Hannah Kimel, an undergraduate business major.

"These projects give students an unrivaled opportunity to participate in the commercialization of some of the most advanced technologies in the world, and to see every aspect associated with the process of technology development, management and transfer," said Galbraith. "It's a superb resume item to have this kind of experience."

Cameron School graduate student Shannon Barber, left, and Professor Craig Galbraith demonstrate a screening device that tests for bio-warfare agents.





# Cameron School Digest

## Cameron School Partners with Center for Marine Science

In a partnership between the Cameron School of Business and the UNCW Center for Marine Science, four postdoctoral fellowships in marine biotechnology are being offered to candidates who will conduct research in the university's marine science laboratories while pursuing a professional master of business administration (MBA) degree. The goal of this 24-month program is to produce individuals with a solid science background as well as the business skills needed to prosper in a modern competitive environment. Candidates must have a Ph.D. in a biotechnology-related discipline. In the MBA portion of the program, students will master the core functions of business, develop analytical and qualitative business skills, and study current and future business issues through real world experiences. "This is a partnership that will allow UNCW to attract some of the brightest marine researchers in the country while developing strong professionals to work in the growing biotechnology industry," said Dean Larry Clark.

## Economic Outlook Conference draws business crowd to UNCW

More than 200 people attended the first annual UNCW Economic Outlook Conference, held Oct. 7 at the Cameron School of Business. The conference, which included corporate presenters covering seven key industry sectors, focused on the economic vitality of Southeastern North Carolina. The boat industry, which is rapidly growing in North Carolina, was the featured business sector. Other sectors discussed by panels of business leaders included tourism, retail, retirement, residential real estate and commercial development. Business school dean Larry Clark said he was pleased with the turnout for the first conference and looks forward to the event continuing to grow and develop in the coming years. Featured business sectors at future conferences could include health care, banking and tourism. The conference was sponsored by Bank of America, Star-News, RSM McGladrey, Inc. and Progress Energy.

## Cameron School Introduces New Graduate Program

Cameron School plans to begin accepting students for enrollment in a new graduate program for the Fall 2005 semester. The Master of Science in Computer Science and Information Systems (MSCSIS) is a joint program between Cameron School and the College of Arts and Sciences. This interdisciplinary program is designed for qualified holders of an undergraduate degree in computer science, information systems or related areas; information technology or computer professionals with equivalent academic preparation; or professionals seeking to migrate to the information technology area. The program's objective is to expand students' fundamental knowledge and skill sets and provide specialty concentrations to develop additional expertise in an area of the students' choice.

## SBTDC Joins Cameron School

The UNCW Small Business and Technology Development Center (SBTDC) became re-associated with the Cameron School of Business last summer. The SBTDC is a business development service of the University of North Carolina system, operated in partnership with the U.S. Small Business Administration. It provides management counseling and educational services to small and mid-sized businesses in all of North Carolina's 100 counties. Last year, the UNCW SBTDC provided more than 3,300 hours of counseling services to 550 businesses in the seven-county region. Its clients received \$2.3 million in financing, creating or retaining 75 jobs, and, as a result of its efforts, clients in eastern North Carolina received more than \$184 million in government contracts. This academic year, the SBTDC helped Cameron School launch its MBA Learning Alliance (see article, page 1).

## Computer Information Systems Building

The Cameron School of Business plans to expand into the new Computer Information Systems Building, scheduled to open in 2007, while retaining Cameron Hall. The new building will feature a trading room, student team rooms, a technology resource display area and the latest in information systems technology. It will also be the home of the Information Systems and Operations Management (ISOM) department. The planned trading room, the crown jewel of the new building, will be used for classes, simulated trading, actual trading (by both a student investment fund and a student investment competition) and lectures/workshops for the public. Trading rooms have become a prominent feature of leading business schools and the Computer Information Systems Building will further distinguish Cameron School as an innovative school of business with cutting-edge technical capabilities.

## Information Technology "Mixer" Brings Professionals Together

John Philips, vice president for product development at DSL.net, was guest speaker at a "meet and greet" event for Wilmington area information technology professionals on Nov. 8. Sponsored by the Cameron School and held on campus, the purpose of the event was to develop a regional IT community and provide a forum for IT professionals to network on common issues and share ideas. More than 100 people attended. Similar events are planned for the future, with speakers discussing topics such as security, software, networking, databases and e-commerce. **The Spring Mixer is scheduled for Monday, April 18, from 5-7 p.m. in the Madeline Suite on the UNCW Campus. Mark your calendar!**

# Faculty and Staff Updates

The Cameron School of Business has experienced a number of changes this year in faculty and staff. We want to recognize and introduce those faculty and staff members who have joined Cameron School this year or taken on new levels of responsibility.

## New department chairs

Three department chairs are in their first year of service this year: Cem Canel, information systems and operations management; Randy Hanson, accountancy and business law; and James Hunt, management and marketing. They respectively replace Ravij Badarinathi, who has returned to the faculty; Ken Harmon, who has taken a position as dean of the business school at Milsap College; and Bob Keating, who has also returned to a faculty position.

Cem Canel has been a professor of production/operations management since 1992. Prior to joining the faculty, he was a teaching fellow and assistant at the University of Houston, where he earned his Ph.D. in operations management. His research interests are in facilities location, international operations management, and flexible and cellular manufacturing.

Randy Hanson is a professor of business law and has been at UNCW since 1990. He received an LL.M. from Southern Methodist University Law School and accounting and law degrees from the University of North Dakota. During his tenure at UNCW, he has received the Teaching Excellence Award, the University Research Award, and the MBA Award for Outstanding Professor. He has published over 70 articles, and his research interests include accountant legal liability topics, bankruptcy law and professional liability.

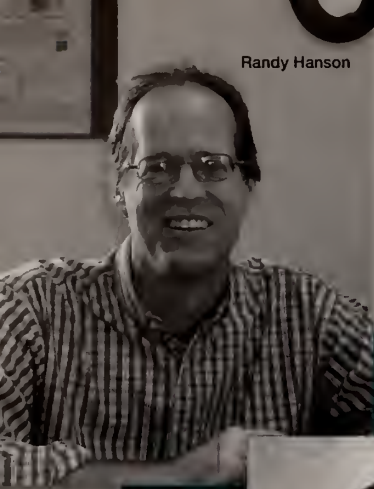
James Hunt is a professor of marketing. He holds an MBA from Vanderbilt University and a Ph.D. in marketing from Florida State University. Hunt has published over 50 articles in the areas of consumer behavior and promotion. He has received the UNCW Chancellor's Teaching Excellence Award, the Distinguished Teaching Professorship Award and the Board of Trustees Teaching Excellence Award.

## New faculty

Cetin Ciner is a new assistant professor of finance in the Department of Economics and Finance. Ciner received his Ph.D. in finance from Louisiana State University. His research focuses on global equity and derivatives markets, and he has had numerous papers published in journals such as the Review of Quantitative Finance & Accounting and the Journal of Multinational Financial Management. His teaching interests include international finance, corporate finance and derivatives markets.

## Staff changes

Kathy Erickson has taken on new responsibilities as assistant dean of graduate and professional studies. Under her leadership, Cameron School will be introducing a series of new programs and courses for professional growth. A 1996 graduate of the Cameron School MBA program, Erickson also holds a B.S. in chemical engineering from North Carolina State University and worked for several corporations, including the Coca-Cola Company, before joining UNCW.



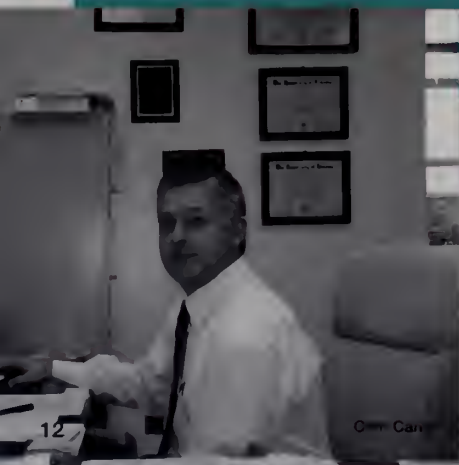
James Hunt



Kathy Erickson



Cetin Ciner



Cem Canel



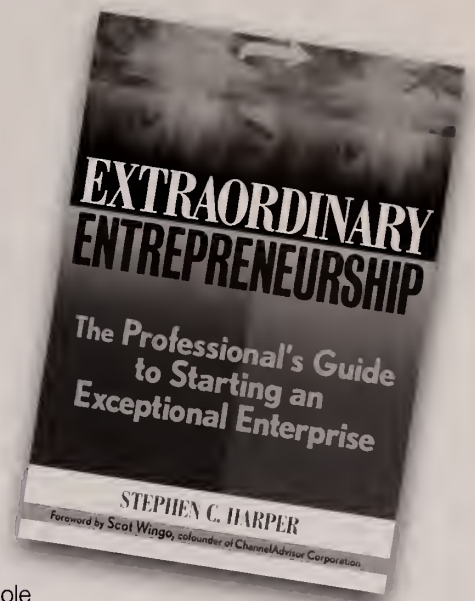
# Faculty Bookshelf

Check your local bookstore for the following new publications by Cameron School of Business faculty members:

## Extraordinary Entrepreneurship: The Professional's Guide to Starting an Exceptional Enterprise

(John Wiley & Sons)

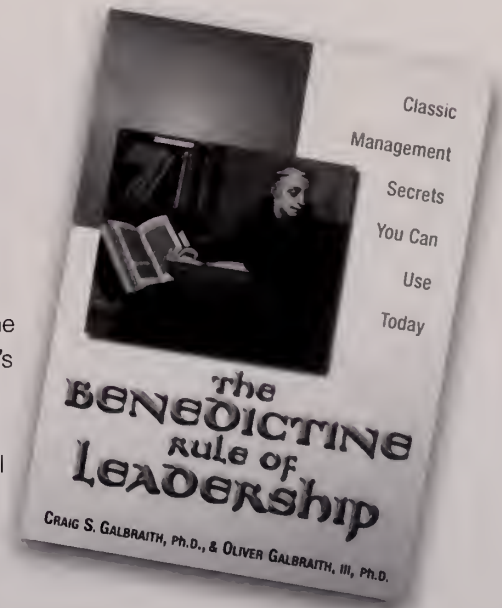
**Stephen C. Harper**, Progress Energy/Betty Cameron Distinguished Professor of Entrepreneurship, published this latest work in January 2005. His fifth book, the volume is a top-of-the-line book designed for professionals who are interested in starting a business as well as attorneys, accountants and bankers who assist entrepreneurs. "There was a major gap in the market," said Harper. "There isn't a book geared for serious young professionals who are thinking about leaving their corporate jobs and starting a first business. There's a whole group of them that are on the edge, thinking about it, and this book can help them make that leap." The book includes profiles of numerous local and national ventures, dos and don'ts collected from more than 200 interviews with entrepreneurs, and "reality checks" that pop up in the middle of or at the end of a chapter to remind readers that things don't always go as planned in a new venture and how to handle the unexpected. Harper said his intent in writing the book was to help entrepreneurs learn how to build a lasting enterprise. "This book stresses building a great company for the long term rather than cashing out to get rich quick," he explained. "That's what can really make a difference in driving our economy."



## The Benedictine Rule of Leadership: Classic Management Secrets You Can Use Today

(Adams Media)

**Craig S. Galbraith**, professor of entrepreneurship and technology and GlaxoSmithKline faculty fellow, published this book with co-author Oliver Galbraith III in March 2004. Galbraith's fourth book and his second published in the last year, this volume explores the fifth century management system of Benedict of Nursia, the founder of the modern monastic system. In his concise work known as The Rule, Benedict laid out his leadership secrets and managerial insights. Outlining practices and strategies for organizational discipline, leadership style, sources of innovation, and managerial ethics, it provided the first complete management system of the Western world. The Benedictine Rule of Leadership presents these principles in a way that is applicable to any manager or organization today. A book review in Forbes Magazine stated, "the authors have done an excellent job of examining the development of Benedict's system . . . They provided numerous examples of successful, enduring organizations that clearly demonstrate the system's value and continuing relevance. . . The elements of Benedict's rule would fit easily into the curricula of any modern management course."



# 2004-2005 Scholarship Recipients

Congratulations to those students who have received scholarships to assist them in funding their studies for the 2004-2005 academic year.

Providing scholarships, particularly merit scholarships, is one of the most effective ways that Cameron School of Business can attract and retain high-achieving students. We appreciate the generous gifts from donors to establish scholarships for business students.

Donors can establish an annual scholarship, which is refunded by the donor each year, with a contribution of \$500 or more. An endowed scholarship can be established with a single contribution of \$25,000 or more, or varying periodic contributions until the minimum endowment level of \$25,000 is reached. For more information on how to fund a scholarship, please contact Marla Rice-Evans in University Advancement at 910-962-7055 or riceevansm@uncw.edu.

Scholarship	Recipient(s)
Branch Banking and Trust (BB&T) Scholarship	Christopher Stoessel
Beth Dow Fortenbery Memorial Scholarship	Jacqueline Filzen
Charles R. Long Scholarship	Jennifer Benward
Dixon Hughes	Lisa Harper
Elwood Walker Scholarship	Bonnie Etheridge
Frank Dunne, Jr. Memorial Scholarship	Ukachi A. Asogu
Gerald & Delores Green Scholarship	Pamela Williamson
Grant Thorton LLP Accounting Scholarship	Millie Shelton Justin Long
Hamilton & Johnson Accounting Scholarship	Drew Hendrickson
Harold W. Wells & Sons International Business Scholarship	Amanda Sligh
Hughes Brothers, Inc. Scholarship	Adam Currey Katie Finkey Stevie Loudermilk
Independent Insurance Agents of North Carolina (IIANC) Scholarship	Jeffrey Davis
Information Systems & Operations Management Scholarship	Eric Colburn Robert Gibbs
Institute of Management Accountants Scholarship	Julia Brown
J.W. Jackson Scholarship	Angela Dresang Demetrius Sidberry Robert Weeks
June & Turner Johnson Scholarship	Rebekah Williams
Kirk & Sylvia Sears Entrepreneurial Enhancement Scholarship	Le Trinh Drew Berst
Lower Cape Fear Human Resources Association Scholarship	Jennifer Goode
Mary McDuffie Walker Scholarship	Corey Heim
Mary Ramey King Memorial Scholarship	Tracie Jones
McGladrey & Pullen Graduate Scholarship	Russel Norris
Michael W. Ward Family Scholarship	Cynthia L. Brewer
Michelle K. Moody Scholarship	Randi Wolfe
Norm R. Kaylor Scholarship	Philip Garofolo
Peoples Savings Bank Scholarship	James Sandy, III
Pittard Perry & Crone, Inc. - Jake Rhyne Memorial Scholarship	Ben Whitlock
RBC Centura Banks Honors Scholarship	Bonnie Etheridge Faye Shisslak
Roger P. Hill Scholarship	Steven Dieringer
Sally R. Wilkins Scholarship	Elizabeth York
Shelia Adams International Business Scholarship	Miriam Muecke
Stephen & Kathleen Kelbley Scholarship	Allison Bogan Stephanie Pearson Molly Seidler
The Bruce Overstreet Jolly, Sr. Memorial Scholarship	Robert Weeks
The Robert F. Warwick Accounting Scholarship	Jin Qiu Dong
The Victor Collins Memorial Scholarship	Elizabeth A. Cepull
Wilmington Shipping Company Scholarship	Hannah Kimel



# Photo Gallery



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- 1) Cameron School alumni visit and reminisce at the annual Alumni and MBA Association Picnic in November.
- 2) Panelists answer questions from the audience at the first annual Economic Outlook Conference in October.
- 3) An architect's rendering of the new Computer Information Systems Building.
- 4) Dean Larry Clark addresses the crowd at the alumni picnic.

## In Forward Motion

Published semi-annually by the Cameron School of Business at UNCW we invite your comments and suggestions. Send correspondence to: UNCW Cameron School of Business, Dean's Office, 100 Cameron Hall, UNCW, 601 South College Road, Wilmington, NC 28403-5920, or to Dean Larry Clark at [clarkl@uncw.edu](mailto:clarkl@uncw.edu).

**Larry S. Clark**  
Dean, Cameron School of Business

**John A. Marts**  
Associate Dean

**Dana L. Fischetti**  
Editor

# Cameron Alum Managing New Wilmington Restaurant

Jesse Wangler B.S. '04 is involved in a venture that would be the envy of many recent college graduates. About a year ago, he was approached by his business associates, Stanley Carroway and Jody Duea, about opening a restaurant together. That restaurant, Two Guys Grille, opened its doors December 16 on Wrightsville Avenue in Wilmington, and has been doing a steady business with local residents and UNCW students.

"It's still early, but it looks like we'll be a successful venture," said Wangler. "We want to promote the grille as a place that college students will enjoy coming to but also a place where local people will bring their families."

Two Guys Grille has colorful, pleasant décor and a relaxed atmosphere. The menu includes signature burgers and cheese steaks as well as sandwiches and salads. Wangler manages the restaurant and is working to buy into partial ownership of the business.

Since he started planning for the restaurant well before he graduated last May, Wangler was able to develop a business plan as part of an entrepreneurship course he was taking with management and marketing professor Steve Harper.

"The timing was perfect," Wangler said. "Professor Harper leaves it open for you to put what you're working towards into the project and to look at it from every angle. His whole direction is hands-on and teaching you how to one day do something like this. It made the planning process a lot easier for me."

Still, making it happen for real was a lot different than making it happen on paper, Wangler said. "Getting everything ready for the opening was a longer process that I could ever have imagined," he said. "It was an incredible amount of work but it was definitely worth it."



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